

# Adrian Radic

## UX/Product Designer + Creative Support

10+ years in Agile enterprise environments – B2B/SaaS. Focused on collaborative, human-centered design across diverse sectors and international teams. Creative abilities aid not just UX discovery and envisioning but also continuous improvement of internal processes and company culture.

## Experience

### UX / Product Designer

Personal Projects – solo • Vienna, Austria • 2025 – present

- Feedback/Survey Tool: Claude, v0/Vercel, AI-components.
- Journaling Tool: Claude, Lovable.
- AI Skills.md Processes / Pipeline: Claude.

### Lead UX/UI Designer – Enterprise, B2B/SaaS

CTI Meeting Technology • Vienna, Austria • 2018 – 2025

- Modernized the complex legacy system – WCAG AA compliant.
- Owned end-to-end design process for modernization and new features.
- Reduced support tickets and task duration via Pareto-focused design efforts.

### UX/UI Designer – Enterprise, B2B/SaaS

ISDC › Endava • Cluj-Napoca, Romania • 2011 – 2018

- Co-built the UX community and processes, growing company UX maturity.
- Delivered UX services across teams, projects, and international clients.
- Collaboration and support across departments and project stages from zero to delivery – insight › envision › deliverables › dev. support › monitor.
- Support for Continuous Improvement focused on Agile Methodology, Stakeholder Management, Team Leading & Dynamics, and Self Development.

### Web & Multimedia Designer

Pixelwerk, Vimore Soft & others • Iasi, Cluj-Napoca, Romania • 2007 – 2011

- Designed and developed standards-compliant, cross-browser compatible interfaces for small companies.

### Multimedia & Print Designer

Various organizations • Tg. Mures / Iasi, Romania • early days

- Web design and front-end development (HTML, CSS, WordPress).
- Pre-press, CMYK separations, and digital printing for B2B and B2C clients.
- Courses & Workshops: Studio + Product Photography (2 weeks + 2 days), Cinematography (2 days).
- Multimedia and photography support for cultural events and NGOs.
- IT support and education for children and staff – NGO facility.

## Education • formal ◦ informal

### English Pedagogy – College

Petru Maior University • Tg. Mures • 2000 – 2003

Completed all semester exams; postponed diploma exam.

### Cognitive Behavioural Psychology – Masters

Babes-Bolyai University • Cluj-Napoca • 2008 – 2010

Informal. Critical thinking, bias & expectation management.

### Graphic Design – Bachelor

University of Arts and Design • Cluj-Napoca • 2012 – 2015

Informal. Visual heuristics, diversity of design, semiotics.

### Anthropology – Bachelor

Babes-Bolyai University • Cluj-Napoca • 2015 – 2016

Informal. Cultural awareness, social constructs, inclusion.



## Contact

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## Skills

- Human-centered UX Processes
- Quantitative & Qualitative input
- Workshops, Design sprints
- Personas, Flows, Journeys
- Taxonomies, Info. hierarchy
- Wireframes, Drafts iteration
- Prototypes, User testing
- Design system, UI review
- AI as assisted starting point
- AI for human data analysis
- HTML and CSS support
- Stakeholder management
- Agile Methodologies
- Continuous Improvement
- Print layout and design
- Photography, Videography
- Always learning

## Tools

- Figma, Framer, Sketch, Lottie
- Miro, Maze, Dovetail, Fathom
- AI: Claude, v0, Lovable
- Notion, Microsoft 365, Jira
- Adobe CC, OBS Studio, iWork

## Languages

- English (advanced)
- Romanian (native)
- German (beginner)

## Hobbies

- Arts & entertainment
- Coffee-philosophy
- Hiking & photography
- Basketball & Swimming